R E P O R T R E S U M E S

ED 014 984 JC 670 848

A STUDY OF COMMUNITY OPINION CONCERNING JUNIOR COLLEGE FUNCTIONS.

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PUB DATE 67

EDRS PRICE MF-$0.25 HC-$0.44 9P.

DESCRIPTORS- *JUNIOR COLLEGES, *COMMUNITY RELATIONS, *SCHOOL COMMUNITY RELATIONSHIP, *PUBLIC RELATIONS, *COMMUNITY SURVEYS, PUBLIC OPINION, NAPA, CALIFORNIA,

A SURVEY TO DETERMINE WHAT THE COMMUNITY UNDERSTANDS OF THE LOCAL JUNIOR COLLEGE AND ITS FUNCTIONS WAS CONDUCTED BY PERSONAL INTERVIEWS WITH 367 RANDOMLY SELECTED HOUSEHOLDERS. OF THOSE INTERVIEWED, 52.6 PERCENT HAD NO OPINION ON THE COLLEGE, 37.9 PERCENT FELT THAT THE COLLEGE WAS PERFORMING WELL OR ADEQUATELY, AND 9.5 PERCENT FELT IT WAS NOT. IN MANY CASES, THOSE WHO EXPRESSED AN OPINION GAVE NO REASONS FOR THEIR CONCLUSIONS. AFTER REPLIES WERE CLASSIFIED BY AGE, INCOME, EDUCATION, AND INFORMATION SOURCE OF THE RESPONDENTS, IT WAS FOUND THAT NO PARTICULAR SEGMENT OF THE POPULATION WAS MORE GROSSLY UNINFORMED THAN ANOTHER. THE NEED FOR MORE PUBLIC INFORMATION ON THE COLLEGE WAS APPARENT. (HH)

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NAPA COLLEGE

Title: " A Study of Community Opinion Concerning Junior College Functions"

Author: Virginia F. Murdoff

Problem: " What does the local community understand of the local junior college and its functions?

Methodology:

Survey of opinions of householders in Napa on a random basis. Questionnaire developed for this purpose was used. Householders were interviewed in person.

Conclusions:

1. Four times as many people in the local community have the opinion that Napa College is performing junior college functions as those who think it is not. More than half of the people have no opinion.
2. No single group characterized by age, income or education is grossly less well informed than any other. The need for general information concerning Napa College is evident.

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
OFFICE OF EDUCATION

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UNIVERSITY OF CALIF.
LOS ANGELES

SEP 15 1967

CLEARINGHOUSE FOR
JUNIOR COLLEGE
INFORMATION

JC 670 848

NAPA COLLEGE

A STUDY OF COMMUNITY OPINION CONCERNING JUNIOR COLLEGE FUNCTIONS

This study grew out of the interest of the Napa College Board of Trustees, Administration and Faculty concerning the understanding, or lack of it, of the junior college and its functions in the local community. A search of the literature revealed no model by which to conduct such a study. An instrument for this purpose and a design for this study was developed by the Dean of Guidance Services at Napa College at the California Junior College Association Institute on Institutional Research at Berkeley, California in July of 1966.

This survey was designed to sample opinions of householders in Napa on a 1 out of 40 basis. Households were selected at random. This method was chosen so that comparisons could be made between parts of the district, between age groups or between groups selected on any other criteria. Differences in responses between groups can be accounted for as occurring by chance only on the basis of 3 out of 100. In other words a response of 106 householders expressing the opinion that Napa College is doing a good job represents 4,240 householders (1 in 40) with this opinion. If the response to this question from residents in St. Helena were to be compared with those in one of the census divisions in Napa, the chances that the differences were due to chance would be 3 in 100. Of the total of 367 householders interviewed, 139 or 37.9% thought Napa College was performing the functions a junior college should perform. Thirty-five persons or 9.5% thought Napa College was not performing these functions and 193 or 52.6% had no opinion.

Workers interviewed householders in eight census divisions in Napa County. These divisions constituted the attendance area for Napa College. Responses from each division have been tabulated separately and percentages of responses recorded and compiled. The census divisions closest to the campus showed the least variation of opinion on all questions. All others were more strongly positive or more strongly negative on each issue.

In addition to comparing census divisions the responses on the questionnaire have been studied in other ways. Of the 139 respondents who thought Napa College was performing the functions appropriate for a junior college, 47 or 12.6% gave no reason for their opinion. The other 92 gave reasons expressed as follows:

	Number	Percent
1. Students are happy (satisfied) (serious) (Looking forward to the time when my children can attend)	17	18.4
2. Someone in the family attending and satisfied (happy)		
Son (son-in-law, grandson, nephew) (couldn't be better in every respect)	6	6.5
Daughter (granddaughter)	6	6.5
Husband (low expenses and good basic courses)	4	4.3
Has been (or is) a student	4	4.3
Son and daughter	1	1.0
Total student contact	48	41.0
3. Doing a good job with what they have (they are accredited).	13	14.1
4. All I've heard is good (no complaint).	11	11.8
5. Good variety of courses for university credit (good curriculum)	3	3.2
6. Brings out best in students willing to work	2	2.1
Two-year college program, vocational program and outside interests.	2	2.1
Yes, scholastically.	2	2.1
Talked with teachers and impressed with what they are doing.	2	2.1
7. One person each expressed the following reasons:		
Provides basic needs scholastically and for the community.		
A beauty - an asset to the community.		
Ahead of Vallejo in every way. Doing a good job.		
Run by people who seem to know what they are doing.		
Gives students a good foundation.		
Better organized now than when it started.		
Hasn't heard of a grand jury investigation. Rated 2nd highest junior college in California.		
Good as far as she knows. Worked for bonds. Will improve with time.	10	10.8
8. 10.8% of those respondents who indicated they thought Napa College was performing its functions qualified their response as follows:		
There should be more emphasis on vocational training.		
Should have an R.N. course. Need more courses.		
Hears facilities are most inadequate. Doesn't have all it should offer.		
Hears a lot about wasted money on buildings and roads, could have been done more economically.		
Too many frills. Know very little about it. To a certain extent.		
Too much repeating. H.S. does not give good basic education.		
Will know more about it when taxes arrive.	10	10.8

Reasons given by the 9.5% of the respondents who stated Napa College is not performing its functions are as follows:

Lack of course offerings needed by the respondent	46.1%
Poor teachers	12.8
Poor use of funds	10.4
Insufficient number of teachers	5.2
The school was not good in the past	5.2
Miscellaneous reasons (one each of the following)	20.8

Communist speaker
There are better schools
Foreign students should not pay tuition
Students are not learning enough
School is not socially acceptable
Too much time is wasted on sports
There should be a better sports program
No reason

The 193 or 52.6% of those questioned who had no opinion concerning how well Napa College is performing its functions were in the following age brackets:

Total number in survey			No opinion Percent of age bracket		Percent of Total
	Number	%	Number	%	%
Does not apply (No male head of household)	45	12.3	22	48.8	11.4
Under 21	4	1.1	1	25.0	.5
21-31	45	12.3	26	57.7	13.4
32-50	147	40.0	62	42.1	32.1
51-65	67	18.3	40	59.7	20.7
Over 65	58	15.8	41	70.0	21.2
Refused to answer	1	.3	1	100.0	.5
	367		193		

The 193 or 52.6% of those questioned who had no opinion concerning how well Napa College is performing its functions were in the following income brackets:

Total number in survey			No opinion Percent of income bracket		Percent of total
	Number	%	Number	%	%
Under $3,000	49	13.3	31	63.2	16.0
Between $3,100 & $6,000	69	18.8	38	55.0	19.6
Between $6,100 & $10,000	150	40.9	80	53.3	41.0
Over $10,000	83	22.6	34	40.9	17.6
Did not reply	16	4.4	10	62.5	5.7

One hundred fifty or 41% of those questioned had household incomes between $6,100 and $10,000. These respondents indicated first and second choices of sources of information concerning Napa College as follows:

Source of information	First Choice		Second Choice	
	Number	Percent	Number	Percent
Friends	39	26.0	27	18.0
Students	34	22.6	23	15.3
Newspaper	45	30.0	32	21.3
Radio	0	0	6	4.0
Other	13	8.6	11	7.3
None	19	12.6	32	21.3

It is apparent that the newspaper is the best single source of information for this category of respondents. This was true for the total survey, also. However, personal contact as indicated in the categories of friends, students, and other, accounts for 57.2% of the first choice sources and 40.6% of the second choice sources.

The 193 or 52.6% of those questioned who had no opinion concerning how well Napa College is performing its functions were in the following educational categories based on the highest grade completed by the husband in the household:

Total number in survey			No opinion Educational category		Percent of total
	Number	%	Number	%	%
Does not apply (No male head of household)	45	12.3			
Grade completed					
0-6	6	1.6	4	66.6	2.0
7-9	36	9.8	22	61.1	11.3
10-11	49	13.3	26	53.0	13.4
12	117	31.8	60	52.2	31.0
Junior College					
13	16	4.3	8	50.0	4.1
14	20	5.4	10	50.0	5.1
College					
1-3	34	9.3	20	58.8	10.3
4	21	5.7	12	57.1	6.2
Graduates	23	6.3	9	39.1	4.6

SUMMARY

This survey indicates that four times as many people in the local community have the opinion that Napa College is performing junior college functions as those who think it is not. However, more than half of the people have no opinion on this question. The responses of persons who did not have an opinion have been studied in the categories of household income and age and level of education of the male head of the household. There were 41% with household incomes between $6,100 and $10,000. In the age bracket 32 to 50 there was 32.1%. In these 193 households 12.3% had no male head of the household, 24.7% of the male heads of the households completed less than twelve years of school, 31.8% completed hign school, 31% completed work in school beyond high school.

It seems apparent that no single group characterized by age, income or education is grossly less well informed than any other. The need for general information concerning the function and purposes of Napa college is evident.

SUMMARY OF RESPONSES
QUESTIONNAIRE FOR COMMUNITY OPINION SURVEY CONCERNING
NAPA JUNIOR COLLEGE

1. Which students do you think should be admitted to a junior college?

	Yes %	No %	Don't Know %
a. Those who graduate from high school?	98.6	.8	.5
b. Those who have dropped out before completing high school?	58.8	37.9	3.3
c. Those who have been out of school for quite a while?	91.0	7.4	1.6
d. Those who are going to transfer to a four year college or university?	91.8	4.1	4.1
e. Those who need post-high school training in a trade or technical course?	77.1	16.3	6.5
f. Those who need to improve their skills on their job?	82.3	14.7	3.0
g. Those who want courses of general interest?	74.8	17.4	7.9
h. Those who are trying to find a kind of job or field of study in which they can succeed?	86.4	9.0	4.6
i. Those with low incomes? (3,000 to 4,000)	96.7	1.1	2.2
j. Others 10.4%			

2. I think Napa Junior College should provide: (Check any or all of these)

	Yes %	No %	Don't Know %
a. Two years of college work that will transfer to a four year school.	94.7	2.7	2.5
b. Two years of vocational education.	80.0	13.6	6.5
c. Courses of general interest and value.	78.0	13.3	8.7
d. Courses which will improve skills on a job.	83.1	14.4	2.5
e. Courses of interest to adults but without college credit.	70.6	2.9	6.5
f. Movies and lectures for the public.	53.1	39.2	7.6
g. Art, music and other cultural programs.	74.5	18.8	6.8
h. Counseling service in preparation for further education or job choices.	92.3	5.4	2.2
i. Athletic contests to watch.	72.7	19.9	7.4
j. Others 4.4%			

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3. From what you know of Napa Junior College, do you think it is performing the functions you feel a junior college should perform?

Yes	37.9%
No	7.5%
No opinion	54.6

What reasons do you have for your opinion? 36.5%

4. How well do you think Napa Junior College is doing it's job?

a. Doing a good job	28.9%
b. Doing an average job	18.5
c. Doing a poor job	1.1
d. Don't know	51.5

What reasons do you have for your opinion? 27.8%

5. Where do you get most of your information concerning Napa Junior College? (Indicate the most important source as (1), the next most important as (2)

	(1)	(2)
Discussion with friends.	25.1%	17.7%
Discussion with students.	24.5	13.9
Local newspaper.	32.1%	25.3%
Local radio.	0	2.7%
Other sources. (which)	7.1%	5.2%
Have no information.	11.2%	11.2%
Only one source.		24.0%

6. What kind of information are you interested in concerning Napa Junior College? (Check any or all of these.)

(Population Figures)
(Ranked by interest shown.)

Sports news	61 (6)
Adult Education courses	179 (2)
Financial	186 (1)
Credit courses offered	149 (4)
Controversial issues	150 (3)
Opinions expressed in Letters to the Editor	144 (5)
Other	23 (8)
None	56 (7)

7. If you could determine how junior colleges were to be financed, which method would you choose? (Indicate only one.)

(Percentages based on a population of 158 persons)

Property tax	6.3%		
Sales tax	17.4%		
Federal funds	8.4%		
State funds	14.7		
Other methods	43.0%		
Federal & State	34.2%		
Sales & State	10.1%		
Prop., Fed. & State	8.9%		
Prop., Fed., State and Sales	8.2%	Misc.	8.2%
		Prop. & State	7.0%
No opinion	10.4%		

8. Except for minor fees, students attending junior colleges in California do not pay for their education. Do you think the law should be changed to require junior college students to pay tuition?

Yes	28.1%
No	69.5%
No opinion	2.5%

9. At present a fee of two dollars per course is charged to anyone enrolled in only evening courses. Do you think this fee should be increased?

Yes	46.6%
No	39.0%
No opinon	14.4%

10. If the fee for evening courses should be increased, how much should the fee be?

(population figure)-- Based on 171 persons responding "yes" on quest. 9

$3.00	19	5.00	98
4.00	24	(over 5.00)	12
Don't know to what			18

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10. Is anyone in your household attending Napa Junior College now?

Yes	11.2%
No	88.8%

11. Has anyone in your household attended Napa Junior College in the past?

Yes	34.1%
No	65.9%

12. Has anyone in your household attended any other junior college?

Yes	24.0%
No	76.0%

13. How long has the head of the household been a resident of Napa?

Less than one year	7.1%
One to five years	22.3%
Six to ten years	13.6%
Over ten years	56.9%

14. Was the total income from all sources in your household last year

Under $3,000?	13.3%
Between $3,000and $6,000	18.8%
Between $6,000 and $10,000	40.9%
Over $10.000	22.6%
Did Not Reply	4.4%

Would you please give us information to the following questions for both the husband and wife in your household?

	Husband		Wife	
	Does not apply	12.3%	Does not apply	3.3%
15. Age bracket.	Under 21	1.1%	Under 21	1.4%
	21-31	12.3%	21-31	16.6%
	32-50	40.0%	32-50	41.9%
	51-65	18.3%	51-65	17.2%
	Over 65	15.8%	Over 65	19.3%
	Refused to Ans.	.3%	Refused to Ans.	.3%
16. Education completed.				
	Grades 0-6	1.6%	Grades 0-6	2.2%
	7-9	9.8%	7-9	11.2%
	10-11	13.3%	10-11	12.3%
	12	31.3%	12	38.6%
	Junior College		Junior College	
	13	4.6%	13	5.4%
	14	5.7%	14	4.1%
	College Years		College Years	
	1-3	9.3%	1-3	10.4%
	4	5.7%	4	7.4%
	Graduate work	6.3%	Graduate work	4.9%
			Refused to Ans.	.3%

18. Was the person interviewed a man? 29.7% or a woman? 70.3%

19. Was the person interviewed the head of the household ? (principal wage earner?)

Yes	44.4%
No	55.6%

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